



# Attention: Royal Readers

## Rust Foundation Becomes Power for Kids, Inc.

To better serve our purpose, the Rust Foundation has changed its name to Power for Kids, Inc. The name should be familiar to you as our website address, [www.PowerforKids.com](http://www.PowerforKids.com). Now the two have become one.

As Power for Kids, we will continue to expand our Royal

Readers program, produce quality educational products, and encourage literacy in all children.

Power for Kids believes that no child should be thrown away, and not ensuring literacy for all children risks throwing away thousands, if not millions, of children across the country.

## Power for Kids Completes Television Pilot Filming

Power for Kids and KITV in Hawaii, a Hearst affiliate, filmed the Royal Readers television pilot in February and April of 2003. Children from Kamehameha School participated in the program and contributed set decorations and lots of aloha spirit. The pilot is currently being edited and will soon air on KITV. We also plan to make the

video available online at [www.PowerforKids.com](http://www.PowerforKids.com).

The pilot features Princess Patricia reading *The King of Skittledeedoo* to the Kamehameha School students and engaging them in literacy-based activities. The tape will become a part of the Royal Readers program's literacy arsenal.

## Patricia Rust Visits Schools for Writers Guild

In late 2002, the Writers Guild Foundation invited Power for Kids to join two other organizations in providing literacy programs to schools. The Writers Guild Foundation offers the programs to schools serving at-risk students in underprivileged communities.

Patricia Rust has presented the Royal Readers program to several

Los Angeles area schools on behalf of the Writers Guild and plans to visit more in the future. Power for Kids focuses on grades K-2. The other two organizations encourage literacy in middle and high school students.

Visit [www.powerforkids.com](http://www.powerforkids.com) to view Patricia's speaking brochure and to invite her to visit your school.

## Power for Kids, Inc.

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### Literacy Facts:

- ◆ Only 30% of fourth-graders nationally are considered proficient readers.
- ◆ In 1992, this figure was 27%. That is a 3% increase in ten years.
- ◆ Children who are not proficient readers by grade three face are more likely to become high school dropouts.
- ◆ High school dropouts are more likely to go to prison than high school graduates.
- ◆ Illiteracy is often the gateway to low self-esteem and drug abuse.



Children share their royal reading skills with Patricia Rust at a Writers Guild Foundation sponsored school visit.

## Donation Campaign

Thanks to all who donated since our last mailing campaign. We were thrilled by your generosity and thank you for opening up your hearts and pocketbooks!

Power for Kids still needs your help so we can expand our efforts to every state!

Your donation of:

- ◆ \$30 provides a child with a book and a Royal Readers Leaning kit

- ◆ \$100 sponsors a classroom visit
- ◆ \$500 sponsors a school visit with books donated to each classroom and the library.

We also accept tax-deductible donations of material goods. We encourage those who are rich in spirit but poor in pocketbook to join our growing list of reading volunteers. To donate goods or time, please contact [donations@powerforkids.com](mailto:donations@powerforkids.com).

## Recent Events

- ◆ On March 15, 2004 Patricia Rust participated for the fifth time in the South Bay Reading Council's Annual Authors and Illustrators Fair. She visited a group of excited children in grades K-2 at Redondo Beach's Jefferson Elementary School.
- ◆ Patricia Rust continues to inner-city schools on behalf of the Writers Guild Foundation. Her visit to the Evergreen School in October, 2003 included the book-making component of the Royal Readers program.
- ◆ Throughout 2002 and 2003, Patricia Rust visited all of Hawaii's military bases to read to the children of service members.

## Power Tips

- ◆ Read the *Los Angeles Times* Kids' Page every day in the Calendar or Comics section or at [LATimes.com](http://LATimes.com). Patricia Rust is a contributor to this section dedicated to encouraging literacy. Royal reader Gustavo Mora recently had his joke published on the page.
- ◆ The second edition of *The King of Skittledeedoo* is available for special order through our website, [www.PowerforKids.com](http://www.PowerforKids.com).
- ◆ Subscribe to our e-newsletter to receive updates, information about fundraisers and literacy activities, and new children's stories and literacy tools. Visit [www.powerforkids.com](http://www.powerforkids.com) to sign up.

## Special thanks to our contributors!

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Patricia Rust reads at the Hawaii State Library.

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### Mission Statement

Power for Kids, Inc. helps children by encouraging literacy and a lifelong commitment to reading.

The Rust Foundation is a grassroots literacy organization whose aim is to educate, motivate, and excite elementary school children to the wonders of reading at an early age. We believe that by reading to a child, helping one child at a time, we can stamp out this problem. Our organization's "Royal Readers" program provides books, interactive reading sessions, and educational activities for children at elementary schools across the country. Our "Create-A-Book" program empowers children by helping them write and bind their own books.

**Our motto is Live, Laugh, Learn.**

### Power for Kids, Inc.

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